

Sales Professional's Role in New Construction Sales

You may wonder why you need a sales professional when you're buying a new construction home. After all, no one has deeper product knowledge of the homes and specifications than the builder or the builder representative. However, the sales professional working with you provides a very necessary and valuable contribution to the sale. By facilitating builder-buyer communication, the sales professional provides perspective and distance for you to process builder input. The sales professional becomes a go-between.

The sales professional's heaviest involvement comes early in the process when price, terms, amenities, specifications, floor plan, building site, and financing are being decided. Once building actually starts, the sales professional remains involved to solve problems as they arise. The sales professional becomes a buffer between you and the builder while issues get sorted through.

A sales professional's clear head and focus on the right outcome is invaluable. By using the sales professional as mediator, the relationship between you and the builder is preserved.

The sales professional's responsibilities are summed up as:

- Your advocate when interacting with the builder or builder representative
- Negotiate with the builder on your behalf
- Facilitate communication between you and the builder
- Help solve problems that arise during the project
- Convey necessary change orders between you and the builder
- Facilitate timely completion of the home when possible
- Provide you perspective to judge what are reasonable developments based on the sales professional's construction experience
- Accompany you on the final walk-through(s)
- Review the final HUD-1 statement
- Coordinate and attend the closing